WELCOME!

Wellesley College News

EXTRA! EXTRA!

BARBARIAN HORDES SEIZE CITADEL

INQUIRY REVEALS AMAZING SECRETS

—-:-—

Blue Book Found Inadequate; News Ferrets Out Details In Sensational Expose

—-:-—

SORDID FACTS DISCLOSED

—-:-—

To the deluge of literature which descends upon the innocent and unsuspecting freshmen in ever-increasing floods we propose to add our bit for the general edification and enlightenment. We shall endeavor to be as compact and brief as possible. The "blue book," excellent as it is, we find woefully lacking in one respect. The list of "interesting things in Wellesley," however hopefully and enthusiastically compiled, seems to us, ripened in the experience which comes only through living in such surroundings, sadly inadequate. And so, from the inky depths of life, we endeavor to compound a similar list which we fondly hope may prove to be guide and inspiration to future generations. "Interesting things in Wellesley!" What of interesting things in the Vill? A-ha!

In the first place, the imposing stone edifice across from Fiske, on the corner of Central Street and Weston Road, is not, as one misguided innocent fondly imagined, a place of religious worship. No. Within resides what is fondly known as Wellesley's Fire Department. An occasional conflagration, preferably in the vicinity of Eliot House, causes him some little annoyance, but otherwise he leads a cloistered existence. Across from aforementioned domicile, the Odd Fellows hold forth in nightly revels to the strains of last year's jazz and the rumble of the bowling alleys. For fear of being sued for libel or accused of giving a little gratis advertising we refrain from mentioning the name of a dress shop further down the street with clothes that make your tongue hang out, and highway robber prices.

A list of those places wherein one may (and does) consume many calories and most of one's allowance, is probably superfluous, even to rank newcomers. But in the interests of human justice, we must drop a hint to those who bewail the anaemic beverage served in all colleges everywhere under the deceptive name of coffee. What this country needs (taking a little lib-

(*Continued on page* 5, *Col.* 1)

NOTICE

4:40 Monday afternoon a meeting at Mary Hemenway for all Sophomores and Freshmen and all those taking voluntary sports. Bring pencils and cards of admission for classes.

ADVICE TO THE LOVELORN

—-:-—

Miss Pendleton has greeted you; and to-night Adonais has barked his cheery welcome. Village juniors have opened the houses for you; Mary Hemenway has received you in unique fashion. And now, to cap the climax, the editors of the *Wellesley College News* will assure you that these expressions have all been genuine, that you really are a most welcome addition to the ranks of our far-famed Alma Mater.

If we disclose the truth to your favored ears, this was to be no small moment in our lives. For three long years have we idealized Seniors with their glorious rights of superiority; only in our most elated moments did we dare to imagine the thrill of supremacy. But now it is with pain and sorrow that we confess to you that we are disillusioned. Perhaps it is that the joys of Freshmanity seem increasingly desirable, when the dangers of Seniority loom larger and more ominous. Or perhaps it is just that we have been overwhelmed by you barbarians.

But, being editors, we shall brave the throng: we must give you an opportunity to listen to our wonderful words of wisdom! We shall prescribe for you! Try the counsel every night before retiring—or on those days designated by certain pessimistic souls as Blue.

In the first place you are barbarians. That species of mankind, as you doubtless recall, has always had to absorb the new culture it met. So resign yourselves to the difficult task of effacing yourselves before us learned and inspiring Wellesleyites. But—don't submit too far. Barbarians have always brought vigor to decaying civilizations. So you are privileged to criticize to your heart's content and we guarantee that inches and inches of Free Press space will be set aside for you each week. If you will take advantage of the opportunity, you will be able to relieve yourselves as vindictively as you wish, and as often as you want; you will always be free to air your grudges, prejudices, and brilliant suggestions.

Remember, too, while you are contemplating this new world, that it is not the Land of the Primrose Path. We have come to the conclusion that we have been deluded—or else this path came to a sudden halt at the Wellesley Square. From that landmark to the campus the road is narrow and tortuous, but we hope that you will find the way—and enjoy it. And anyway, you might as well struggle along, because gas lamps are no longer available, and, so we are told, Lake Waban is extremely icy in February. Good luck!

Dog Days Again

—-:-—

Adonais is my name; in the Wellesley Hall of Fame
I occupy a pose Napoleonic—
When the profs have got you down; when exhibits come to town,
And you haven't any money, I'm a tonic
(When I manage to be funny, I'm a tonic!)

I'm a special breed of Hound, most remarkably profound,
Yet excelling in a certain humor, too—
I'm with caustic pen proficient, though of genius insufficient,
To keep my bark erratic ever new—
(You sometimes hear the static coming too!)

I'm a quadruped satiric; my propensities are lyric,
Though I often condescend to common prose—
When Importance understands me, it always reprimands me,
For the splendid play of treading on its toes—
(I've a subtle way of heading for its toes!)

By perambulating fleetly where the Seniors speak discreetly,
My proboscis picks the essence of the news—
So despite my course spasmodic I collect what's most exotic,
And relate in words seductive what I choose—
(With conclusions most deductive when I choose!)

Then I amble at a rate that's impressively sedate—
By the houses in the Village and within,
And incorporating gaily what the Freshmen stammer daily,
I write my little column in the din—
(Which prevents a note too solemn creeping in!)

L'ENVOI

Adonais is my name; in the Wellesley Hall of Fame
I occupy a pose that's histrionic—
When your health is on the bum, and the worst is yet to come,
And your room-mate's in the city, I'm a tonic—
(When I happen to be witty, I'm a tonic!)

Freshmen Bring With Them Names Of All Descriptions

—-:-—

Little sisters of 1934, here, at last, are your vital statistics, and now you can go to sleep munching them.

If your name is Mary or Elizabeth, you are only one of a multitude, for there are thirty-one Marys and twenty-six Elizabeths. Anne, Virginia, Helen, and Jane are also-rans in this contest, with approximately fifteen of each. Usual names prevail. Where does a poor *Brown* stand when there exist such things as Aery, Agoos, Gang, Atuesta, Denious? One girl, if she remains single, will be a Freshman all her life. Hermione, Celine, Gwyeth, Jessamine, Jewell, Jasmine, Adra, two Adriances, and a Pansy will answer to roll-call. There will undoubtedly be confusion when it is discovered that there are two Barbara Smiths, a Cowenhoven and a Kouvenhoven. The class of thirty-four is not lacking in celebrities, for we find a Constance Bennett and a Helen Morgan (Toby).

New York, as in other years, leads the field; no less than one hundred and twenty of her daughters have come to these portals. Pennsylvania, New Jersey, and Ohio press Massachusetts for second honors. Nebraska, Utah, Florida, and Delaware are at the other end of the list with only one from each state. Two girls have come all the way from Buenos Aires, one from Mexico, and one from the Canal Zone.

—-:-—

Traditional Greeters Meet Newly Arrived Class Of '34

—-:-—

The class of 1934 has arrived and all Wellesley is busy welcoming its members, with Dean Knapp at the head and the Ask-Me's forming a most important bottom. Some place in between come the Village juniors.

The Ask-Me's are an old Wellesley custom; for years they have waited for trains and stationed themselves at crucial spots all over the campus where weary freshmen are most apt to go astray. They are recruited from the ranks of the three upper classes, are chosen in the spring from a list of applicants, and are here when the first train pulls in with its load of new comers.

The village juniors, however, those guides, and philosophers, and friends, are a comparatively new installation. As recently as 1925 there were no busy village juniors to greet the incoming class; instead there were village seniors who lived with their charges for the whole academic year. One senior lived in each freshman house and for several years the senior vice-president of C. G. lived at Noanett along with the village senior. When Washington House became the head of the village,

(*Continued on page* 4, *Col.* 1)

—-:-—

SEETHING MASSES DESCEND ON VILL

—-:-—

Odd Tweed-suited Creatures Overpower Guardians Of Sanctuary

—-:-—

WAR CRIES RESOUND

—-:-—

A gleaming mass of stone and brick, the citadel stood formidable and deserted. At the gates that protected the inner fastnesses from the uncivilized world of Central and Washington Streets, a few lone guards watched wearily for signs of invaders. In the sacred sanctuary all was quiet. Treading noiselessly here and there, priestesses imbued with the spirit of C. A., C. G., or A. A. went about performing their important duties.

Suddenly the peace and quiet were broken by a piercing noise—the shrill whistle of a "special" with its warning of the approach of the enemy. Guards and priestesses, hearing it, armed themselves hurriedly with "Ask Me" badges and rushed to their positions at the gates. All selfish thoughts were forgotten in the next anxious moments; all minds were taken up with only one purpose—saving the citadel from the invaders. With anxious eyes the guardsmen watched the enemy hordes loaded down with luggage, candy boxes, and magazines pour out of their Pullmans and draw themselves up in menacing array on the station platform.

But the minutes of watching were not to be for long. At the first cry of "Where's my golf bag?" and the terrible sight of a barbarian in a tweed suit and orchids hurling herself upon an unprotected station hand, the citadel crew rushed to the scene of action. With a calm and levelheadedness unusual at such a moment of stress they advanced to stem the onslaught. But it was all in vain. Betrayed by the taxi drivers who had gone over to the enemy side, their number was too small to make even the slightest dent in the hostile ranks. Powerless to protect their sacred citadel, they were jostled about in the enemy's rush to their waiting taxis.

In a few moments it was all over. Standing wearily on the deserted platform the lone guards watched the fast disappearing cars carry the barbarians into the heart of the sacred city. Their hearts were heavy; but even in that hour of supreme darkness, "Perhaps," they thought, "they may become really civilized and forget their high heels and red fingernails. Perhaps—oh, perhaps many things."

6943-35

WELLESLEY COLLEGE NEWS

WELLESLEY, MASS., THURSDAY, SEPTEMBER 18, 1930

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WAY BACK WHEN

THE NEWS HOUND WAS A WEE SMA' PUP

—·:·—

Freshmen may come and freshmen may go, but to the freshmen who entered college in the fall of 1901 there came an experience rich in itself and significant because of its influence on the college generations to come. On October tenth of that year the first issue of the Wellesley College News was brought before the eyes of an admiring and expectant world. Rare as this blossom was it was offered to all who desired it for the small sum of fifty cents which should bring tears of regret to the eyes of freshmen who discover that they have been born twenty-nine years too late.

The News of those early days, however, would not offer to the freshmen of today the joy and consolation that the present paper does. Then there were no pictures showing what Shredred Wheat can do for a college girl or tempting styles displayed by the Boston shops to depress already deflated pocket books. Those were the days when a dealer in the Vill now known as an authority on bicycles was called "the Wellesley plumber." Then one of the men who now drives one of Wellesley's most respectable taxis had his "carriage at the station on arrival of all trains," and he also had "reliable horses and carriages to let." But probably of most help to a bewildered female in those strenuous times was the shop which offered "hygienic tar treatment for weak hair." And all this for fifty cents a year.

OPPORTUNITIES
for many Freshmen on Barn Committees

—·:·—

Business — Properties
Costuming — Publicity
Lighting — Scenery
Make-up — Service

Get started in dramatics freshman year. Watch the News for announcements of try-outs.

Seiler's
at
Wellesley Square
A DELIGHTFUL PLACE TO DINE
A new place in Wellesley operated by an old Boston concern
LUNCHEONS
AFTERNOON TEAS
BRIDGE PARTIES
DINNERS
H. J. SEILER CO.
Caterers since 1873
When in Boston dine at Seiler's
200 BOYLSTON STREET
38 PARK SQUARE

Subscribe to News

Wellesley THRIFT SHOP
34 Church Street
Persian Prints
all sizes from couch covers to pillow tops.
Theater Ticket Agency
Tickets for
All Theaters and Symphonies
Shop run for aid of students.

GRAMKOW'S
Ice Cream
Sandwiches
Salted Nuts—Etc.
A good place to know
Phone your orders
Wel. 0167

The CHARM OF ROSES

A dinner for two . . . . . or more . . . soft candelight . . . and a vase of Roses to add a charming touch to the occasion

Frasers FLOWERS
48 Central Street
Wel. 0700

OLE PLANTATION
87 St. James Ave., Boston
Chicken, Steak, Chop
Scallop & Ham Dinners $1
12-9 Daily Com. 8020

IVY CORSET "IT CLINGS"
ATTENTION GIRLS
We are offering a new Step-in Corset with an Inner Belt—$4.95
This model puts practical stress upon proper corseting of the "Juniors."
Garter belts for the "Gym"
Dainty Brassieres
Sanitary Goods
Dexdale Hosiery
Ivy Corset Shop
8 Church Street Wellesley

when in boogyland

obviously the clever miss would do like the boogs . . . and so the smart freshman would do like her upper classmen and connect things phonographic and radiotic with that delightful little shop, the music box

for here and only here can one sample the ample melodies of messrs victor, columbia and brunswick

consider the slithering "little white lies," the provocative "go home and tell your mother," the soulful "without love" and adorable melodies by vallee and that guy lombardo!

since local custom demands the acquisition of a vic . . . what more admirable place than our emporium can be suggested for the momentous purchase? one may consider the "pal" at seven-ninety and the perfectly swell victor orthophonic at thirty-five in a glance. (and many, many others, too)

the cleverest little radios with screen grid tubes and things! you rent them for six dollars a month, and then the silly store gives them to you!

all these good things and at a reasonable consideration . . . at the regrettably un-refrigerated

music box
eleven central street

Filene's
WELLESLEY SHOP
50 Central St.
Opening September 19

Offers 7 Courses
In Filene Value

1. Long, silky, well marked RACCOON coats, regularly $265 **$235**
2. Camels' hair polo coats, raglan sleeves, originally $25 **$19.75**
3. Knit suits, three pieces, skirt, cardigan and contrasting sweater **$14.85**
4. Satin, velvet, novelty woolen, flat crepe dresses, in the new fall styles **$15**
5. Full fashioned, silk to the top chiffon stockings in the new warm brown shades and grey **$1**
6. All wool flannel robes tailored with the smart blazer stripes **$5**
7. Ribbed cotton lounging pajamas the blouse an Antibes shirt, the trousers with sailor flares **$2**

WELLESLEY HILLS
Tom Thumb
GOLF COURSE
Conveniently located at
WELLESLEY HILLS SQUARE
"The Prettiest and Sportiest Course EAST OF CALIFORNIA"
was the compliment paid by a traveler who played here recently
VISIT US TODAY
And enjoy a thrilling game
WEEKLY PRIZES FOR THE LOWEST SCORES
Open week days from 10 A. M. to 12 P. M.
18 HOLES
Before 6 P. M. 35c. After 6 P. M. 50c
Owned and Operated by
Harold E. Cole and Edward L. Werner
of
Wellesley Hills

THE PEREGRINATING PRESS

Freshmen, bleary-eyed from meeting distinguished personages during the first week, may we present one illustrious gentleman, less august in his manner than the deans you have encountered, but scarcely less important?

• • •

Perry the Wandering Pressman will have no secrets in his private life—nor will he allow secrets of others to remain undisturbed if he has an inkling that news is abroad. He will ramble about campus with you during the year and then, for the delectation of the college at large, he will give weekly accounts of his wanderings.

• • •

Teas, receptions, vaudevilles, and speeches have occupied freshmen part of the week, while the rest of the time they have strolled about, investigating the village and attempting to find such elusive places as the physics and chemistry buildings.

• • •

Yesterday a Get-Acquainted tea was held at Washington and last night a C. A. meeting in the chapel initiated the freshmen into the purposes of the Christian Association. Saturday will be the climax of the social season when freshmen and big sisters will congregate on the president's lawn, if weather favors the class, or in Alumnae Hall, if the gods of rain are against it.

• • •

President Pendleton, Virginia Chapman, Dean Waite, Professor Gamble, Miss Roberts and others have counseled the newest members of Wellesley from the platform at Alumnae. Tomorrow Dean Knapp and Dr. De Kruif will give their parting instructions, and Saturday morning Miss Pendleton will lead the first chapel of the year.

• • •

As Perry ambled about campus, showering his private blessings upon the class of 1934, he was amazed to discover a new cement sidewalk in front of the Zoo building, replacing the narrow-gauge wooden affair of other years. But when he climbed the cut-off on Christmas Tree Alley, carefully lifting high his feet to avoid the stalwart and tricky roots of the "forest primeval," a couple of freshmen neatly turned the table of embarrassments on him by snickering at our Pressman. Gazing downward to hide his blushes, he saw a paved street, completely covering the troublesome roots.

• • •

Alas, his pleasures in life are becoming rare! His chief sport has been to determine the ratio between speed and accuracy by seeing how fast he could gallop down the path and bang his toes against a minimum of rocks The life of a freshman is becoming increasingly simple, he has concluded.

Even the politicians did their patriotic bit to welcome 1934 to Wellesley. A Republican rally charged down Washington Street Monday night, with red and green torches burning, inspiring the newest villagers to dash to doors and windows.

• • •

This year's freshman class is unusually learned, Perry has decided. There have been surprisingly few who have waited vainly for bell boys to carry luggage up the stairs or who have brought the fire department panting to the door as a result of breaking the alarm box instead of innocently mailing a letter in the mail box.

• • •

Two of the more naive—or perhaps ultra sophisticated—furnish these tales which are still rejoicing the hearts of the weary Ask-Me's:

• • •

First freshman (anxiously): "I brought only six evening dresses; do you suppose I should send home for the other eight?"

• • •

Second freshman: (to upperclassman just before leaving home for college): "Since I've been reading the newspapers, I wonder if my three new pairs of lounging pajamas will be enough. What do you think?"

Perry the Pressman

FOCUSSED ON THE SCREEN

—:—

Wellesley does indeed boast a real movie, the Community Playhouse in Wellesley Hills—talkies 'n everything The slight inconvenience of location a mile down the road is more than compensated for by a very efficient bus line.

Today, tomorrow, and Saturday the Community Playhouse is showing a double feature bill. Of particular interest is **With Byrd at the South Pole**, which shows all the high lights of the period of almost two years of exploration "at the bottom of the world," as well as more informal touches, such as a seal fight. The second feature brings Marion Davies in **The Florodora Girl**, a story of the gay nineties, with many of the songs of the time, such as "Sweet Adeline," and "In the Good Old Summertime."

Next Monday, Tuesday, and Wednesday the main picture will be **Condemned**, the first account of Devil's Island written with the official permission of France, with dialogue by Sidney Howard. The picture stars Ronald Colman, and the cast includes Ann Harding, whose intelligent acting is noteworthy, and Louis Wolheim.

MAIL NOTICE

Graduate and

Non-Resident Students

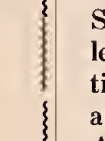
Resident Mail in Box 58

College Post Office

Combination Number G. 52

NAN'S KITCHEN, Inc.
3 BOYLSTON PLACE
ONE MINUTE FROM PARK SQ.
Serving
CHICKEN and
WAFFLE DINNER
ALSO
STEAK — CHOPS
LUNCHEON - 11:30 - 2:30
DINNER - - - - 5 - 7:45
TEA - - - - - - - 3 - 5

SUE PAGE STUDIO
WELLESLEY, MASS.



Photographs
Wellesley 0430

The ORIOLE
Excellent Food Good Service Cheerful Surroundings
Washington Street

Welcome 1934
You are invited to
come in and enjoy the
Shop of Barbara Gordon
Gifts of Charm and Distinction
63 Central St. Wel. 1814-W

A GOOD HABIT

YOUR COLLEGE YEAR will be

Incomplete

WITHOUT MAKING

The Boston Evening Transcript

A Reading Habit

Sports and other College and School activities—Radio—they are all there every day. Also, of course, general news and special articles without number. In short, a complete newspaper, printing the things that the student should read.

Our Daughter at Wellesley

From September to June
your proud parents
will speak of you as
"our daughter at Wellesley."
And we, quite as proudly,
speak of our Wellesley shop as
"our daughter at Wellesley."

We, too, chose Wellesley
for our darling child.
We, too, chose
the pleasant intimacy of
the little town college,
the gentle diversions of
"the Vill,"
the stimulus of Wellesley
so refreshing both to you
and to us.

We present her to you
as another Wellesley daughter
you will like---
a vivid, modern young shop
with a 1930 personality---
Our Daughter at Wellesley.

Wellesley Shop,
Wellesley Square

The E. T. Slattery Co.
Opposite Boston Common
Established since 1867

"Cross" Photo Frame $5.50

—folds flat and holds two pictures 2½x3¼ inches. Cross-grain leather in all colors.
4x6 inch openings..... $8.50
6x8 inch openings.....$10.50
Others for 1 to 4 pictures.
The World's Greatest Leather Stores
Boston, 145 Tremont Street
New York, Fifth Ave., 175 Broadway.
Dealers Throughout The World

Lest You Forget!

In the rush of the first days at college, such a prosaic need as clean clothes may easily be overlooked.

You'll find that you need lots of them, too.
The very best way to solve the laundry problem, —and the way modern girls prefer,—is to send your things here.

Located on the campus,—with more than twenty years' experience in pleasing students,—with delivery and collection right to your college residence,—and above all, with moderate prices,—these are among the reasons why you'll like Lake Waban service.

There is a time and place in each house for laundry. Ask your Head of House, or almost any student who "knows the ropes."

Wellesley 0727

Just off the high road, half way between Wellesley and Natick

LAKE WABAN LAUNDRY WELLESLEY

TRADITIONAL GREETERS MEET NEWLY ARRIVED CLASS OF '34

—-:-—

(Continued from Page 1)

—-:-—

the senior vice-president automatically became the village senior at Washington.

In 1926, however, this system was changed. The new Freshman sponsors were to be recruited from the Junior class and were to live in their campus houses, making frequent visits to the VIII houses. The first Village Juniors, taking their names from their predecessors, welcomed the class of 1930. These Freshman guides were chosen in a manner similar to the old method. Each spring letters are sent to all sophomores asking if they are interested in becoming village juniors. A list is then made of all who reply and copies of it are sent to house mothers, student officers and members of the faculty, who grade each girl on the list A-B-C-D, etc. according to their opinion of her as a possible village junior.

Only two houses are excluded from the list in this choosing of Freshman sponsors. Both Elms and Washington are automatically assigned Village Juniors—the former being the Vice-President of C. A., and the latter, the Vice-President of C. G.

When the list has been graded a chart is made of the results. All applicants then have interviews with the president or vice-president of College-Government. The graded lists are put in the hands of a committee consisting of Dean Knapp, student representatives of C. G. and C. A., and two elected members of the sophomore class. Academic standing and other factors are taken into consideration when the choices are made. The names are announced at a Spring Step Singing—twenty village juniors in all; one for each freshman house, one for students of advanced standing who have transferred from other colleges, one for commuters living in or near Wellesley and coming as day scholars, and three substitutes.

Another important change in freshman affairs occurred in 1925 when Miss Knapp became Dean of Freshmen. Miss Knapp graduated from Wellesley in 1902; since then she has been General Secretary of the Christian Association, Associate Principal of Ferry Hall, and Registrar at Wilson College. In 1925 she received her M. A. in Education at Wellesley, and in the same year she assumed her duties as Dean of Freshmen. Through her work she comes in contact with prospective Wellesley students. With Miss Knapp for their Dean, freshmen soon find themselves amazingly at home.

F. H. PORTER'S
College Hardware Store
1884 - 1930
We are glad to welcome you

DR. STANLEY E. HALL
DENTIST
Waban Block Wellesley Sq.
Tel. Wel. 0566-W

The Blue Dragon
60 CENTRAL STREET, WELLESLEY, MASS.
11:00 A. M. to 7:30 P. M. Sunday, 5:30 to 7:30 P. M.
Tel. Wellesley 1089

Tailors WELCOME CLASS '34 Furriers
A. Gan
548 Washington Street, Next to Post Office
A Wellesley Institution for Wellesley Girls
Run by a Wellesley Girl
Dorothy R. Gan '30
Call Wel. 1547 Our truck will call
Cleansers Dyers

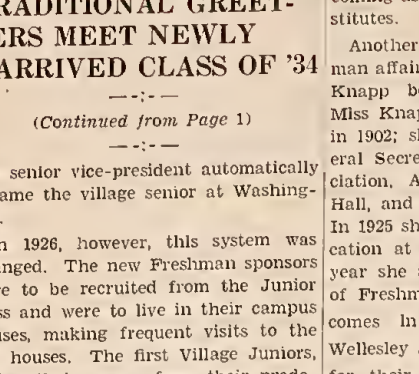
GREETINGS, FRESHMEN AND UPPER CLASSES
We anticipate the pleasure of serving you again this year the same as in the years past when you come into our shop.
We carry a selected line of merchandise consisting of practically everything for Milady.
STYLE, INDIVIDUALITY, VALUE
We specialize in Frocks for sports and afternoon wear, Girdles, Girdleieres and Bandeaux.
Runs in silk hose mended invisibly.
"MARYLYN"
33 Central St. Wellesley

Liggett's
539 Washington Street Wellesley, Mass.
We extend a very sincere Welcome to the entire faculty and student body of Wellesley College.
Through the medium of our advertising we feel you will make many worthwhile savings.
THE LEADING VALUES FOR SEPTEMBER

Rexall Milk of Magnesia Tooth Paste	$.39	Reproductions of Famous Etchings	
Dr. West Tooth Brush	.50	Originally	$1.00
Both for	$.50	Now priced	.69
You save	$.39	You saving	$.31

Conqueror Fountain Pen Unreservedly Guaranteed Our Price ..$1.00	Hawkeye Camera Popular 120 Size Box Style $.89

We carry a very extensive line of all items in Cosmetics, Lotions, Mouth Washes, Pastes, Books and Sundry Lines.



BALANCE
The only Balance° pen and pencil is Sheaffer's.

This white dot identifies Sheaffer's, the ONLY genuine Lifetime° pen.

Truth needs no support; Sheaffer's is the college favorite*

TODAY there are more Sheaffer's bought than any other make; among America's hundred leading colleges, each registering 1,700 or more students, Sheaffer's sales overtop all others.

With Sheaffer's, the reason for such success is that these instruments are supremely well suited to the business of writing. First, there is a Sheaffer's Lifetime° pen point for every hand. Second, each is a Balance° instrument, fitting the hand comfortably, taking class notes quickly, making long themes easy. Third, the Balance° contour is truly modern, a happy blend of line and curve, the combination of utility with beauty. And fourth, nobody can outlive his Lifetime° pen's guarantee of satisfactory service.

*A recent survey made by a disinterested organization showed Sheaffer's first in fountain pen sales among the 100 leading American colleges having registration of 1,700 or more students. Documents covering this survey are available to anyone.

No. K74TC, $9.50

No. HTSC, Marine Green, $4.00

AT BETTER STORES EVERYWHERE

The ONLY genuine Lifetime° pen is Sheaffer's; do not be deceived! All fountain pens are guaranteed against defects, but Sheaffer's Lifetime° is guaranteed unconditionally for your life, and other Sheaffer products are forever guaranteed against defect in materials and workmanship. Green or Black Lifetime° pens, $8.75; Ladies', $8.25. Black-and-Pearl De Luxe and Marine Green Lifetime° pens, $10; Ladies', $9.50. Petite Lifetime° pens, $7 up. Golf or Handbag Pencil, $3. Others lower.

SHEAFFER'S
PENS·PENCILS·DESK SETS·SKRIP
W. A. SHEAFFER PEN COMPANY, FORT MADISON, IOWA, U.S.A.
°Reg. U.S. Pat. Off. ©W.A.S.P.Co., 1930

SAFETY SKRIP, SUCCESSOR TO INK, SKRIP-PILLED, 50c to $10. Carry Safety Skrip in your luggage and to classes. It's leak-proof, practically unbreakable. Saves furniture, clothing, rugs, keeps the fluid fresh, makes all pens write better.

"THE MOST VERSATILE GIRL"

THE more things you can do well the more fun you have doing them—but you can't do even a few things well if you are suffering from malnutrition. The "most versatile girl" of the senior class is sure to be the picture of vibrant health.

Shredded Wheat gives you the untiring energy so necessary to the "Janet of all trades." Shredded Wheat served with whole milk and fresh fruit is a well balanced diet in a single dish. It keeps you in things because it keeps you healthy. Let Shredded Wheat help you to make your college career count.

SHREDDED WHEAT

INQUIRY REVEALS AMAZING SECRETS

(Continued from Page 1)

erty with the quotation) is a good five-cent cup of coffee. And Dan's coffee at the Hole-In-the-Wall, above and to the left of Wilbar's shoe store on Washington St., is the best coffee in the world! A word about the filthy weed. In the more elite of the tea-rooms or what have you, the use of the deadly nicotine is cannily restricted lest the corruption spread to the younger and tenderer prep-school miss. And while we're on the subject, statistics have it that during those lean and hungry weeks in spring and fall when rigorous A. A. rules forbid indulgence, sales in the rival fruit stores side by each on Washington St. increase one hundred per cent!

A word about the signal light in the square. It is erratic—temperamental as any soprano. If one is on foot, the most satisfactory policy is to pay no attention to it. A mention of the bank is probably unnecessary; we all become painfully familiar with it. The official-looking statements periodically issued by said organizations are bewildering but comparatively harmless. According to our calculations the bank at present owes us eleven cents, but such slight discrepancies are negligible.

Don't fail to observe the Dickens wall-paper in the Inn, or the Pickwickian prints in Seiler's. And you can get it, or its substitute, whatever it is, at Davis's!!

SERIES WILL BRING UNUSUAL CONCERTS

Every year Dr. Hamilton C. Macdougall, Manager of the Wellesley Concert Fund, brings to our college an admirable group of artists, and this year is no exception, inasmuch as it presents eight groups of musicians all of whom it is a privilege to have in our auditorium. The season of 1930-1931 is comprised of:

I. Boston Symphony Orchestra—Wednesday, October 22

II. Victor Chenkin, Baritone Diseur—Wednesday, November 19

III. Myra Hess, Pianist—Thursday, December 11

IV. Roland Hayes, Tenor—Saturday, January 10

V. Buda Pesth String Quartette—Thursday, January 22

VI. Cleveland Symphony Orchestra— Monday, February 16

VII. Alexander Kipniss, Basso, Chicago Civic Opera—Wednesday, March 25

VIII. Florence Austral, Soprano, and John Amadio, Flute—Thursday, April 16

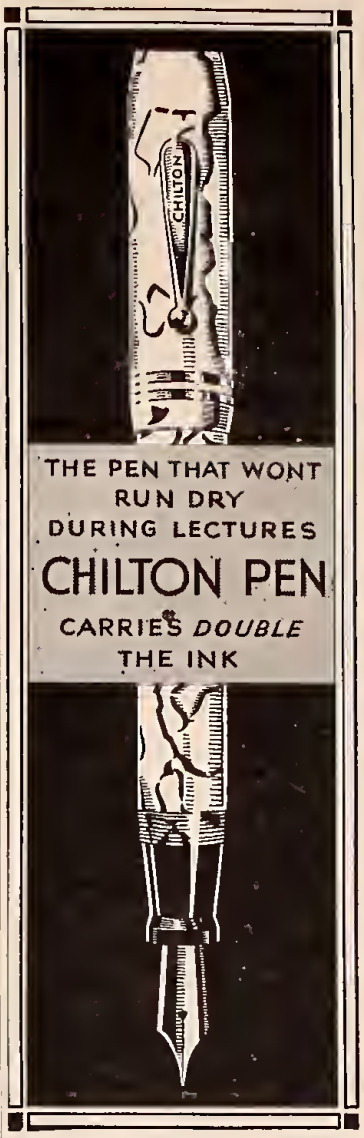
A season ticket is $10.00, except for members of the College, who are given a 20% discount. Tickets will be on sale in Room 20, Administration Building, on Saturday, September 20, immediately after chapel, and on Monday, September 22, and Tuesday, September 23, from 9 o'clock on. Unless payment is made by October 6, the unpaid-for tickets will be put back into the general sale to be resold. Checks should be made payable to the order of the Wellesley Concert Fund. It is advisable not to order by mail, and orders so placed will not be filled unless accompanied by cash.

The great cultural value of these concerts is evidenced by the fact that they have been more enthusiastically received each succeeding year. The system in use in 1900, providing for a collection by students from the student body, proved unsatisfactory, in consequence of which, in 1904, the manager offered the college a series of three concerts by first-class artists at a fixed subscription. This plan was so successful that it is still being used. There was a temporary cessation of the concerts during the World War and after the burning of College Hall, but in 1922 they were resumed in Memorial Chapel. The following year they were transferred to Alumnae Hall, which was initiated to music by the Boston Symphony Orchestra on December 5.

DR. DWIGHT R. CLEMENT
Dentists
DR. COPELAND MERRILL
Wellesley Sq. Phone 1901-1900

Community Playhouse
FRIDAY and SATURDAY
A Return Engagement
of
"With Byrd at the South Pole"
also
MARION DAVIES
in
"The Florodora Girl"
Fox News .An Aesop's Fable
WEEK OF SEPT. 22
MON., TUES. and WED.
Ronald Colman and
Ann Harding
in
"CONDEMNED"
A Stan Laurel-
Oliver Hardy Comedy
Pathe News Audio Review
THURS., FRI. and SAT.
GRETA GARBO
in
"Romance"
also
WILLIAM POWELL
in
"For the Defense"
A Sportlight

POLLY'S BEAUTY SPOT
Miss Pauline Keefe
expert hairdresser
Tel. 1964 53 Central St.



To the Freshmen of Wellesley College

Please send your Suits, Dresses, and all kinds of Wearing Apparel to be cleansed, pressed, or mended. We have done this work for the last twenty-two years, and we know exactly how to do it. Prices very reasonable.

B. L. KARTT
Tailor and Furrier Cleanser and Dyer
Wellesley Square, next to Liggett's Drug Store
Our only place of business. Work called for and delivered promptly on WELLESLEY COLLEGE CAMPUS.
Telephone Wellesley 0217-M
To the Seniors
Have your academic gown pleated
the B. L. KARTT Way.
You will like it much better.

GRACE TAYLOR
Marinello Beauty Shop
Fingerwaving
Marcelling
Facial Massage
Nestle Circuline Permanents

The Dainty Shop
WELLESLEY
Attractive Candies
Sandwiches
and
Sundaes
CENTRAL STREET

The College Miss

THE smart young things you see about town come here for clothes because our Misses' fashions have a collegiate flare that gives them an entirely different atmosphere.

GROSS STRAUSS-I. MILLER
19 and 21 Central Street - Wellesley

Louise B. Van Everen, Inc.
30 Church Street
Wellesley, Mass.

ANNOUNCE THE OPENING
of Our New
Collegiate Shop
Monday, September 22nd
Fall Dresses and Suits
In All the Popular Styles and Materials
Nothing Over $14.50
Branch at 3 Parkway Street, Falmouth, Mass.
Branch at 390 Centre Street, Newton

CALENDAR

Friday, September 19: 9:00 A. M., Alumnae Hall. Freshman Assembly. Examinations. 10:00 P. M., Registration closes for all students.

Saturday, September 20: 8:00 A. M., Memorial Chapel. First regular chapel service of the year. President Pendleton will lead. Members of the Faculty attend as a body in academic dress. Procession forms in Administration Building at 8:15. New members are cordially invited but not obliged to join the procession.

3:30 P. M., President's Lawn. (In case of rain, Alumnae Hall). College Government-Christian Association reception and tea to all members of the College, old and new.

Sunday, September 21: *FLOWER SUNDAY. 11:00 A. M., Memorial Chapel. Preacher, Dr. Charles W. Gilkey, Dean of the Chapel, University of Chicago.

The Art Museum will be open from 2:30 to 5:00 in the afternoon.

Monday, September 22: 8:40 A. M., Academic year begins.

3:45 - 4:45 P. M., Room 19, Administration Building. The Heads of Houses invite all Members of the Official Staff to meet the New Members of the Faculty. Informal tea.

Tuesday, September 23: *8:15 A. M., Morning Chapel. President Pendleton will lead.

3:45 - 4:45 P. M., Room 19, Administration Building. Informal tea as noted above.

Wednesday, September 24: *8:15 A. M., Morning Chapel. Dean Waite will lead.

3:45 - 4:45 P. M., Room 19, Administration Building. Informal tea (see above).

NOTES: *WELLESLEY COLLEGE ART MUSEUM—Exhibition of Etchings by Ella Cecilia MacKinnon, Wellesley, '06, also Exhibition of Students' Work. Loan Collection opens on Wednesday, September 17.

The Weekly Bulletin of Wellesley College is issued on Tuesday of each week that college is in session. All material to appear in any number of the Bulletin should be in the Information Bureau, Administration Building, by noon the Monday preceding. The next Weekly Bulletin will be issued Tuesday, September 23. Explanatory sheet with subscription card is sent to all officers of the college.

* Open to the Public.

ALL THE LATEST
POPULAR SONG HITS
AND
COLUMBIA RECORDS
Merker's Music Store
833a Main St.—Waltham
Open evenings until eight

WELCOME STUDENTS
School days are here again, busy days of study and social activities with little time to worry over the appearance of one's clothing.
Give us the opportunity to prove our worth. We are ready to serve you in every detail of tailoring and cleansing at reasonable rates.
THE RELIABLE TAILORING CO.
Tel. 0179-M
Wark called for and delivered free of charge

Wellesley Fruit Company

567 Washington Street
Wellesley Square
TEL. 0138 0139
WHERE THE FRESHMEN GO

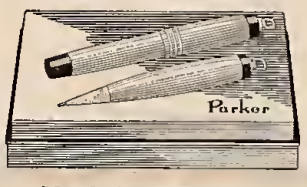
WEEK END SPECIAL
Vase given with every Seventy-five cent order.
Anderson Flower Shop
67 Central Street
"Say it with Flowers" Tel. Wel. 1550

COLLEGE STUDENTS
are cordially invited to avail themselves of the facilities offered by this bank. We solicit your Checking and Savings Accounts and assure you that any business entrusted to us will receive our best attention.
SAFE DEPOSIT BOXES
For Rent, $5.00 per Annum and up
The Wellesley National Bank
Capital $200,000 Surplus $350,000

4 YEARS To Go!
THE Wellesley Press, Inc., has been privileged to serve more than twenty-five classes of Wellesley College Freshmen.
That the good will gained in the first of the four years at Wellesley has always been maintained and increased is indicative of the satisfactory service that we are equipped to render College students.
• • •
IN the next four years you may rely completely on this concern, so familiar with the printing problems of the student body.
A phone call will bring a representative or visit us in the "Vill."
"Printers for the Wellesley College News"
WELLESLEY PRESS, Inc.
Affiliated with The TOWNSMAN
"Wellesley's Only Home Paper"
WELLESLEY SQUARE

WELCOME BACK TO WELLESLEY

The Pen that passes 11 exams
will help you pass all yours
Easily—3,000,000 Parkers will go to school this fall
GUARANTEED FOR LIFE
"I'm paid a bonus if my point gets 11 okays—I pay a forfeit if it fails to earn them all!"
The Parker Point-Smith

Duofold Jr. Pen $5
with Base $10
$5 buys this polished Italian marble Desk Base—tapered pen end included free—to convert your pocket Duofold to a Desk Set Pen. Complete set, as shown with Duofold Jr. Pen (pocket cap and clip included), $10.

Matched Vest-Parkers $7.50
Vest-Parker Duette Set — midget Pen and Pencil together weighing less than ¾ ounce. Each convertible for Desk Set use. Pen alone, $5; Pencil, $2.50.

Complete Set $8
For co-eds or travelers this inlaid enamel Travel Set with Moire Pen (convertible for purse or Desk Set)—pocket cap with ring included free, complete, $8.
We pay a bonus for every Duofold point to give you a Pen that writes with Pressureless Touch. To produce this, we had to develop squads of post-graduate point-smiths. We allow them to make but a limited number per day. Thus they have time to make each point a masterpiece.
It must pass 11 merciless tests. Then we pay its maker an extra reward. If it fails any test, we reject it, and the point-smith pays a forfeit.
Yet 7 out of 8 they make are Bonus Points. And these, and these only, go into Duofold Pens.
Like 2 Pens for the Price of One
Try this famous Pen at any pen counter. See how it changes from a pocket Pen to a Pen for your study Desk Set by simply interchanging the pocket cap and the tapered tip. This saves the price of a second pen.
Parker Duofold Pens are Guaranteed for Life. Their Permanite barrels are non-breakable, yet they have all the beauty of costly jewels.
Duofold Pens hold 17.4% more ink than average, size for size.
New streamlined balanced shapes now ready at all dealers. See them—and see the streamlined Pencils to match. Don't buy any pen without first trying the Parker Duofold Bonus Point.
THE PARKER PEN CO., Janesville, Wisconsin
Parker Duofold
PEN GUARANTEED FOR LIFE, $5, $7, $10